



**Welcome to our information pack  
for the post of:**

**Creative Europe Desk UK Promotions Coordinator  
(Fixed Term October 2018 to March 2019)**

The following information is provided to assist your application. Information about the BFI can be found at our website: [www.bfi.org.uk](http://www.bfi.org.uk) with information specifically about job vacancies at [www.bfi.org.uk/about-bfi/job-opportunities](http://www.bfi.org.uk/about-bfi/job-opportunities)

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## **Welcome to our information pack for the post of:**

### **Creative Europe Desk UK Promotions Coordinator (Fixed Term October 2018 to March 2019)**

Thank you for your interest in the post. I hope that you find this information pack helpful and we look forward to receiving your application. The successful applicant will be joining the BFI at a hugely important and pivotal time. The post of Creative Europe Desk UK Promotions Coordinator will play a crucial role to ensure our success going forward.

#### **1. How to Apply:**

To apply please click the *Apply Online* button and complete our online application form, including a supporting statement regarding what you bring to the role and how you meet the criteria of the person specification plus our completed equality & diversity monitoring form.

You will not be able to upload additional documents as part of the online application process so please ensure all information requested is included clearly.

Please submit your application by Thursday 20<sup>th</sup> September. If you experience any technical difficulties please contact the Human Resources Team during office hours by email: [opportunities@bfi.org.uk](mailto:opportunities@bfi.org.uk) or telephone: 0207 957 8949 who will be happy to help. Please be aware that Google Chrome users may experience technical issues when submitting an application online and are recommended to use an alternative browser.

First interviews will be held on **Monday 1<sup>st</sup> October**.

If you have any questions or want to discuss the post prior to applying please contact me at: [Francesca.Walker@bfi.org.uk](mailto:Francesca.Walker@bfi.org.uk) or 0207 173 3221.

I look forward to receiving your application.

**Francesca Walker**  
**Head of MEDIA and EC Contract Manager**

## 2. Job Advert



### **Creative Europe Desk UK Promotion Coordinator (Fixed Term October 2018 – March 2019) Salary £29,055 - £33,996 plus generous benefits package**

We are seeking a Creative Europe Desk UK Promotion Coordinator who will coordinate all aspects of Creative Europe Desk UK, and in particular to manage various promotional activities. As well as working with other BFI colleagues, the post holder will liaise closely with Mar/Comm manager at the British Council, the Creative Europe Desks in Scotland, Wales and Northern Ireland as well as the Creative Europe staff in Brussels.

The post-holder will support the Director in promoting the Creative European Programme, including programme deadlines, training courses, Creative Europe events, news, and other relevant material. The Coordinator will organise and promote the Desk's events and industry seminars, including devising content, schedules, booking venues, liaising with speakers and managing participants.

The ideal candidate will combine strong project management skills with a solid understanding of the film, television and related industries both in the UK and throughout Europe. You will have significant experience working in a comparable role in a busy environment, along with the ability to understand and effectively communicate complex subject issues accurately, both orally and in writing. Significant knowledge and experience of working with desktop publishing packages such as Adobe Creative Suite is also required.

Based at BFI Stephen Street, you will enjoy benefits such as our pension scheme, excellent support for working parents, 28-33 days annual leave, tickets to BFI festivals and events plus many others.

Further details about the post can be obtained by visiting [www.bfi.org.uk/about-bfi/job-opportunities](http://www.bfi.org.uk/about-bfi/job-opportunities).

The closing date for applications is **Thursday 20<sup>th</sup> September**.  
First interviews will be held on **Monday 1<sup>st</sup> October**.



*We support diversity and inclusion*

### **3. The package - salary and benefits**

All roles at the BFI are individually evaluated. This role is graded at Level 2B and the salary range is £29,055 to £33,996. The pay points on the pay scale are:

£29,055 – point 1  
£30,216 – point 2  
£31,428 – point 3  
£32,682 – point 4  
£33,996 – point 5

We would normally aim to recruit to the minimum point of the pay scale, but will match to the nearest point within our pay scale (where possible) the successful candidate's current salary within a similar external role, if that is higher than our minimum point.

#### **Benefits**

At the BFI we offer a wide range of benefits to our employees including:-

- BFI pension scheme
- 28-33 days paid annual leave (excluding Bank Holidays)
- Support for working families: generous contribution to childcare costs; childcare vouchers; enhanced maternity, paternity and shared parental pay
- We promote and support flexible working
- Our Employee Assistance Programme provides advice and support for employees and their key family members across all life events
- Free tickets to BFI Southbank screenings and events plus access to other BFI Events
- Loan Schemes such as season ticket and computer purchase
- Ride to Work Scheme
- £100 towards annual Health Club Membership
- Sight and Sound Magazine
- 35% employee discount on all food across BFI Benugo outlets, and 20% staff discount on alcohol
- 70% employee discount on BFI DVDs, 50% on books and merchandise plus 20% off other items at BFI Filmstore
- 40% employee discount on all retail, including upstairs concessions, at BFI IMAX – Odeon

*Certain conditions apply on some benefits and these details are available from Human Resources. Some benefits are non-contractual and the BFI reserves the right to review benefits and withdraw benefits as appropriate.*

## **Diversity & Inclusion**

We welcome applicants from all backgrounds.

We want to make sure our workforce is diverse and representative of the communities we work with, and that our opportunities are open to all.

- We are Stonewall Champions. Stonewall works for equality and justice for lesbians, gay men and bisexuals.
- We are a Disability Confident employer. Accredited by Jobcentre Plus, we encourage applications from disabled people and guarantee an interview if our minimum requirements criteria for a role are matched by the disabled applicant.
- We are committed to addressing areas of under-representation within our workforce, therefore we encourage applications from BAME applicants; and guarantee an interview if our minimum requirements criteria for a role are matched by someone from a BAME background.
- We are members of the Employer's Network for Equality and Inclusion.
- We are members of the Southbank Employers Group, a partnership with a long-term commitment to improving the everyday experience of the area for employees, visitors and residents alike.

## **People Engagement and Wellbeing**

The BFI takes our responsibility to engage and develop our employees seriously. We carry out a range of activities to facilitate this, including:

- All employees are appraised each year and agree objectives and a development plan with their line manager.
- Meetings are held at Directorate, Department, team and individual level with 'all employee' events each quarter.
- Our brand values are 'Approachable, Inspiring and Responsive'.
- We are committed to promoting diversity and inclusion across all our activities. A cross BFI representative steering group assists us plan and monitor our initiatives.
- We provide a range of wellbeing initiatives. As part of our mental health wellbeing strategy we have Mental Health 1<sup>st</sup> Aiders at each main site, we took part in the MIND Wellbeing Index in 2017/18 and run regular workshops and initiatives
- We regularly review our staff engagement strategies to see how we are doing

#### 4. The BFI

The BFI is an internationally recognised cultural body, and the lead organisation for film in the UK. We are a Government arm's-length body and distributor of Lottery funds for film. We serve a public role which covers the cultural, creative and economic aspects of film in the UK. The BFI delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Our ambition is to create a flourishing screen environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and world cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class filmmakers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of filmmakers and audiences

Founded in 1933 the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

In November 2016 we launched [BFI2022](#), our strategic plan for film for 2017-2022. It focuses on the future, with three core priorities to support Future Talent, Future Learning and Skills, and Future Audiences.

The new strategy builds on the successes and direction of our previous five-year plan - *Film Forever* (2012-2017).

## 5. The Role

### Job Description

<b>Directorate:</b>	External Affairs
<b>Department:</b>	Film Policy
<b>Role:</b>	Creative Europe Desk UK Promotions Coordinator
<b>Grade:</b>	2B
<b>Accountable to:</b>	Head of MEDIA and EC Contract Manager/ Director of Creative Europe Desk UK
<b>Location:</b>	BFI Stephen Street
<b>Main internal contacts:</b>	Press and marketing, film policy, external affairs
<b>Main external contacts:</b>	Non-BFI members of the Creative Desk UK team, other Creative Europe Desks in Europe, Creative Europe staff in Brussels and Creative Europe beneficiaries.

### Main Aims

The role is to coordinate all aspects of Creative Europe Desk UK, and in particular to manage various promotional activities. Creative Europe Desk UK is a promotion and advice office for the European Union's funding programme for the cultural, creative and audiovisual sectors. As well as working with other BFI colleagues, the post holder will liaise closely with Mar/Comm manager at the British Council and other members of the team in Scotland, Wales and Northern Ireland.

### Key Responsibilities

- To promote the Creative Europe Programme, including programme deadlines, training courses, Creative Europe events, news, and any other relevant material.
- Working with Mar/Comm manager to edit, proof-read and maintain sections of Creative Europe Desk UK website, including creation of regular news bulletins, as required.
- To regularly update Creative Europe Desk UK social media accounts (MEDIA-specific content).

- To update Creative Europe Desk UK information on the BFI website, intranet, Twitter and Facebook accounts.
- To support the Mar/Comm manager in production of various Creative Europe Desk UK printed publications, including the production of in-house publications where required.
- To devise PowerPoint presentations to support CED UK where necessary.
- To organise and promote the Desk's events and industry seminars, including devising content, schedules, booking venues, liaising with speakers and managing participants.
- To develop and maintain working knowledge of the Creative Europe Programme and its funding schemes so as to be able to handle simple enquiries and be able to communicate schemes clearly to the media.
- To provide a full range of administrative support, including copy typing, drafting correspondence, project management, editing and proof reading.
- To help manage the Director's flow of correspondence, both paper and electronic, redirecting as appropriate, organising replies and drawing attention to matters requiring urgent action.
- To manage the Director's diary, ordering priorities among meetings, functions, speaking engagements, arranging UK and international travel and accommodation.
- To organise meetings coordinating attendance, catering and refreshments, booking accommodation and producing agendas and minutes.
- To maintain appropriate records including the management of contact databases (Filemaker Pro, Outlook, Mailchimp), updating records of UK recipients of Creative Europe funding and other record keeping, and ensuring that the CED UK manual and electronic files are organised and fully up to date.
- To manage the CED UK financial administration. To include preparation of monthly cost reports based on management accounts, preparation of projected budgets, processing of invoices and reconciling of manual and electronic records.
- To occasionally undertake public speaking engagements.
- To compile and edit a range of reports on behalf of CED UK. To undertake policy research, design and development work using creative thinking and initiative as required.



- To oversee the work of temporary administrative support as required.
- To carry out all responsibilities in a way which supports the BFI brand values of 'Approachable, Inspiring and Responsive'.
- To be a supportive and good team player, supporting others where you can, and actively participating in team meetings, events and the induction and training of new team members.
- To promote and support diversity and inclusion through all activities.
- To be an ambassador for the BFI through maintaining a professional approach at all times.
- The post holder must at all times carry out their responsibilities with due regard to the BFI's policies and procedures
- To undertake any other activities that may be reasonably required.

*Job descriptions are reviewed annually by the post holder and the line manager as part of performance reviews to ensure that they remain current*

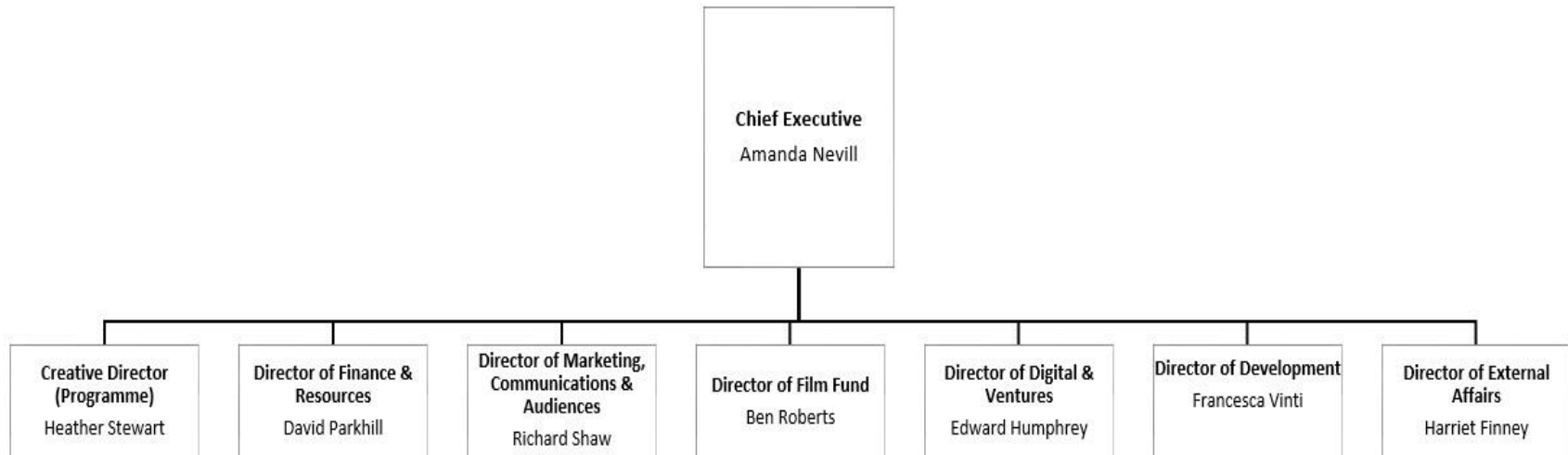
### **Person Specification**

#### **Minimum Requirements**

- Minimum GCSE Mathematics and English or equivalent.
- Excellent written and verbal communication skills, including copy writing and proofreading.
- Ability to understand and communicate complex subject issues accurately and effectively, both orally and in writing.
- Experience of being involved in print publication projects.
- Significant knowledge of and experience of working with desktop publishing packages such as Adobe Creative Suite.
- Experience of using open source content management systems to edit and maintain websites, using their potential as marketing tools, including e-bulletins.
- Experience of managing a public Twitter and/or Facebook account with a considerable number of subscribers.

- Significant experience of working in a comparable role in a busy environment.
- Ability to work under pressure, prioritise effectively and meet deadlines.
- Excellent IT skills and proficiency in a variety of software packages: Word, Excel, PowerPoint, Outlook.
- Fluency in English and working command of a European language.
- Project management skills, the ability to oversee a project from the initial stage through to completion.
- Willingness to travel throughout in the UK and in continental Europe.
- Commitment to developing additional skills according to organisational need.
- Demonstrable knowledge of the film, television and related industries in the UK and throughout Europe.
- Good communication skills with the ability to deal effectively with people at all levels.
- The aptitude to carry out all activities supporting our brand values 'Approachable, Inspiring, Responsive.'
- An applied demonstrable commitment to the principles of diversity and inclusion whilst carrying out all responsibilities.
- A proven track record of working as a supportive team member.
- The ability to develop and maintain good working relationships with BFI colleagues, partners and stakeholders.
- Good organisational skills with the proven ability to meet deadlines and targets whilst working in a busy environment.
- A commitment to continual professional development.

**6. BFI Executive Structure:**



## 7. Film Policy Department Organisation Chart

